

## 27 SOW/Cannon AFB Enlisted Excellence Philosophy

### Creating Air Commandos: A Tough, Resilient, Professionally Competent Enlisted Force at Cannon AFB

Enlisted leaders are responsible for developing and growing AF personnel. This paper is about making our people better, faster and stronger in order to best accomplish our critical mission.

Trust and healthy relationships is the basis for the concepts below. Clear communication up and down the chain of command is essential in ensuring that we accomplish our mission with precision and excellence and that only the best Airmen are promoted, recognized and retained. Credibility and trust amongst our peers, leaders and subordinates equals freedom of movement for all. These philosophies are guidelines for leaders and principles to use when leading, mentoring, developing, training, evaluating our people and ourselves and executing the mission.

### **Tenants of Enlisted Excellence at Cannon AFB**

- The mission will come first. We accomplish our mission by developing and leading our people.
- Lead with respect and passion for our teammates; be strong and firm in your actions and words.
- Everything we do as enlisted leaders should center on 1) mission, 2) people and 3) resources.
- NCOs exemplify and enforce standards. Courage, commitment, character are our watchwords.
- Our Airmen should strive to be the best in the AF. Special Operations demand that we provide the most precise and effective support to USSOCOM and other SOF service components.
- We exist to serve others. This base is here to provide combat capability to the COCOMs.
- Remember that every Airman in every specialty on CAFB is a Special Operations Airmen. The words "special operations" reside in all of our unit names; SOMSG, SOFSS, SOAMXS, ect.
- We do not accept successive failures from our people. If they don't get better, make the tough call when reenlistment time comes. Do not move your problem(s) to another unit.
- Promote only the best. Mediocrity without improvement has no place here.
- Deliberately develop those w/ high potential. Reach two echelons down to mentor/develop.
- We will not tolerate those airmen that embarrass SOF or Cannon AFB with poor behavior.
- Being a quiet professional. Presenting a positive military image is expected of all Airmen.
- Do not feel sorry for your people or yourselves. We have a great mission; we serve the finest special operations forces on earth.
- If something is wrong, address the issue and be empowered to fix it; if something is broke, report it and provide a solution.

### **SOF Truths**

- Humans are more important than Hardware.
- Quality is better than Quantity.
- Special Operations Forces cannot be mass produced.
- Competent Special Operations Forces cannot be created after emergencies occur.
- Most Special Operations require non-SOF assistance